



Baby Boot Camp® Media Kit

Baby Boot Camp® was created in 2001 by Kristen Horler to **balance** the fitness needs of new moms with their desire to spend time with their child. Baby Boot Camp stroller fitness classes combine an **effective workout** for moms with educational interaction for their stroller-age children.

Baby Boot Camp programs are delivered by **nationally certified fitness professionals** to ensure safe and effective movements.



As Baby Boot Camp has evolved over the past **15 years**, our mom-focused franchise system has expanded **beyond exercise** to include **birth recovery, diastasis repair, nutrition** education, and **emotional support** for moms during every stage of their life.

CONTACT US

8830 S Tamiami Trail Suite 100 Sarasota, FL 34238 • marketing@babybootcamp.com



Stats & Programs

OWNER STATS

- Owners: **100+**
- Locations: 300+
- States with franchise locations: **24**
- Highest concentration of franchises: **California, Florida, and Texas**

CLIENT DEMOS

- 99% Women
- Age Range 28-42
- Household income: \$75,000 - \$150,000
- College educated
- Pregnant or newly postpartum
- 1-2 children under age 5

PROGRAMS

- Birth Recovery
- Stroller Fitness
- Diastasis Repair
- Karna Camp: high-intensity interval training
- Restore the Core: mat-based
- 5K Training Program
- Half Marathon Training
- Nutrition Solutions
- MomStrong Tribe

CERTIFICATIONS

Our instructors are **nationally certified** personal trainers or group exercise instructors through the American Council on Exercise (ACE), Aerobics and Fitness Association of America (AFAA), or another qualifying national fitness certification prior to completing Baby Boot Camp's prenatal and postpartum instructor training program.

Baby Boot Camp is the **ONLY stroller-fitness program to hold its instructors to these standards**, which ensures a safe and effective workout for moms nationwide.

Baby Boot Camp was cited in the 5th edition of the AFAA textbook *Fitness: Theory and Practice*, the official preparatory textbook for AFAA's Primary Group Exercise Certification.



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Outreach & Awards

BABYBOOTCAMP.COM

- Accessed daily by clients, franchise applicants, franchise owners, partners, and corporate team.

MEMBER NEWSLETTER

- Online newsletter published monthly.
- Distribution: 35,000+ subscribers.
- Content: Mom Picks, Trainer Tips, Mom of the Month, discounts and promotions, links to partners and blogs.

CORPORATE UPDATE

- Online newsletter published on the 1st of each month.
- Distribution: 100+ Baby Boot Camp franchise owners (opportunity for EXCLUSIVE offers and promotions available only to category influencers).
- Content: Industry and Corporate news, partner discounts and promotions.

AWARDS



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Promotional Opportunities

Baby Boot Camp is committed to promoting healthy lifestyle choices for our more than 50,000 clients and fans nationwide. Partnering with Baby Boot Camp provides you access to these moms, who deliver valuable feedback on products they sample and promote on social media.

ANNUAL CONFERENCE

Who: 100+ Baby Boot Camp Franchise Owners and Instructors represent our hundreds of locations nationwide.

What: The Baby Boot Camp Annual Conference for owners and instructors to expand their knowledge with continuing education, learn new business strategies, meet our partners, and set business goals for the following year.

When: September 15-16, 2017

Where: Hyatt Regency Sarasota, Florida

Baby Boot Camp is a proud promotional partner for Girls on the Run®, an organization dedicated to building self-esteem in pre-teen girls.



As part of our annual Mother Love Wellness Challenge, Baby Boot Camp donates \$1,600 to Girls on the Run.

PARTNERSHIP BENEFITS

- National sampling opportunities for a targeted market of affluent, health-conscious new moms, including feedback and promotion from our owners and instructors.
- Social media, newsletter, and in-class promotion.
- New owners introduced to your product or service through Welcome Kits (avg. 2 new owners/month).



@Baby Boot Camp Global



@Baby Boot Camp Global



@BabyBootCamp @NewMomFitness



@Baby Boot Camp



BabyBootCampLLC

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ABOUT OUR FOUNDER

Kristen Horler

ACE-Certified Personal Trainer •
National Presenter • Author • Business Coach •
Professional Chef • Entrepreneur

My personal mission is to inspire change. I have spent the last 15 years focused on developing and growing a successful fitness franchise for moms. As an organization, our mission is to reverse the rate of obesity and related diseases, and also to provide moms the opportunity to start their own business while balancing the needs of their family.

Education

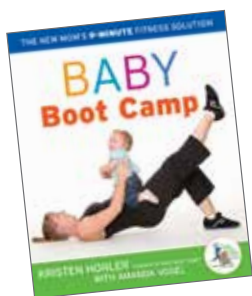
- Culinary Arts degree from Le Cordon Bleu in San Francisco
- Bachelor of Arts in Physical Anthropology from the University of California at Santa Barbara
- Masters of Science in Applied Nutrition with an emphasis in Sports & Fitness Nutrition from Northeastern University

National Fitness Certifications

- American Council on Exercise (ACE) Personal Trainer Certification
- Aerobics and Fitness Association of America (AFAA) Group Exercise Certification

Presenter

- Baby Boot Camp Annual Conference
- The Juice Plus Co. Leadership Conference
- IDEA World Fitness Convention



Writing Credits

- IDEA Fitness Journal
- Entrepreneur.com
- Dr. Sears Wellness Institute
- *Baby Boot Camp: The New Mom's 9-Minute Fitness Solution* (2010, Sterling Publishing)

Awards & Distinctions

- 2012 IDEA Program Director of the Year Finalist
- Continuing education provider for ACE & AFAA



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